

# Benchmark testing

London Borough of Haringey

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Date: March 2023



# Haringey Benchmark Test Analysis

This document has been prepared with the purpose of summarising the scenario testing of the current Haringey website carried out by Invuse on behalf of Haringey Council.

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## Project aim

The purpose of this testing is to gather benchmark data from the current Haringey website. The findings from testing will enable the team to make user centred, iterative improvements to content design and website Information Architecture. During beta more usability testing of the new LGD website will be carried out, allowing us to measure the success of the project.

## Methodology

We created a website usability (scenario) test; a task based test that allows us to watch the way users interact with the website. The testing shows us if users:

- search or navigate the website
- understand the structure or content
- go around in circles
- use the back button or return home
- find what they are looking for
- search only if they are lost or stuck

## Participants

A total of 12 participants took part in the testing. The participants represent a sample group of new to frequent users of the website. Testing included:

- **3 moderated sessions** - where the user researcher was present with the participant.

A moderated test allows us to gather more qualitative data. For example at any stage during the task you can find out:

- why they clicked on any particular link
- what they were expecting to see
- if there is anything they like or don't like during the task

- **9 unmoderated sessions** - where the participant takes the test in their own time.

An unmoderated test allows us to capture:

- more data within a shorter time frame
- results that are less likely to be subject to response bias. Users tend to respond/act more naturally without a moderator.
- feedback on a rating scale

## Tasks

The scenario test is made up of 8 tasks based on key user journeys that are informed by website analytics and previous user research.

- **Tasks 1-4** include key users journeys within the alpha sections (council tax, benefits, births, deaths, marriages and citizenship, and leisure, parks and culture)
- **Tasks 5-8** covered site wide key users journeys (parking, waste, planning and environment)

Each task starts from the homepage measuring the user journey against a set of usability metrics.

## Usability metrics

The metrics, or success criteria evaluated during user testing were:

- **task success rate** - If the users were able to complete the task successfully. For the purpose of this report, the success rate has been measured against the user finding the webpage with the correct information.
- **time on task** - the average time spent on finding the information on the website.
- **search vs navigation** - how users are looking for the information; search bar or navigating the site using links and menus.
- **page views or steps taken (click rates)** - how many pages are viewed by clicking through the site

The eight tasks are detailed below, along with their outcomes.

## Task 1 - Benefits

*“You are looking for extra help to pay your housing costs and have been told Discretionary Housing Payment might be an option. Can you find where to apply online?”*

**66.7% of participants** were able to complete this task and the **average time on task was 2 minutes and 49 seconds**. A number of the participants in the unmoderated test only partially completed the task. They found the discretionary housing payment page but didn't find how you would apply.

**41.7% of participants used navigation**. Most participants looked under 'pay, report and apply' or 'services for residents' initially. The majority also clicked a 'housing' related link expecting to find 'discretionary housing payment' information.

2 participants navigated to the 'here to help' section but ended up getting lost on the financial support helpline page.

**16.7% of participants used search** and were able to find the page directly. Although users often spent a bit of time trying to find 'how to apply' or listed the task as complete without having found the application information.

**41.7% of participants used navigation and search**. A large number of users started navigating but used search when they felt lost.

- **41.7%** of participants said it was **easy** to find the information.
- **25%** of participants said it was **not so easy** to find the information.
- **16.7%** of participants said it was **difficult** to find the information.
- **16.7%** of participants said it was **very easy** to find the information

The main issues identified from observing the participants were, users:

- associating 'discretionary housing payment' with 'housing'
- not clearly finding 'apply for discretionary housing payment' under 'pay, report, apply'
- finding information about 'discretionary housing payment' but not clearly seeing where to apply
- all users skim read information and scrolled around quickly

Moderated test participants mentioned:

- usually going through their account, but not having a housing account or this being difficult in terms of logging in
- the light greyish font on the white background was hard to see and they often missed links
- It's not clear that the links at the top of a page are anchor links, and they find this confusing
- they avoid PDFs on their mobile device

### Recommendations:

**There needs to be less information on the page. All users scanned the information very quickly and were often missing small details or links. Ensure the main call to action is clearly displayed at the top of the page, as a clear button with simple active language. For example, instead of 'application form', 'apply for/claim discretionary housing payment'**

**Clear signposting is needed from the 'here to help' section to 'apply for discretionary housing payment' and available benefits.**

## Task 2 - Births, deaths, marriages and citizenship

*“You are getting married and need to give notice. Can you find out what documents you will need to take to your notice of marriage appointment.”*

**83% of participants** were able to complete this task and the **average time on task was 2 minutes and 06 seconds.**

**83% of participants used navigation.** Most participants looked under ‘services for residents’ there were quite a number of layers within the marriage/giving notice section and some found it tricky to find the page content about documents needed.

**8.3% of participants used search.** 1 user searched “marriage appointment” and found documents information in the second search result.

**8.3% of participants used navigation and search.** 1 user searched “getting married” they clicked the top search result then found navigation quite tricky from here. They couldn’t find the document information.

- **33.3%** of participants said it was **not very easy** to find the information.
- **25%** of participants said it was **very easy** to find the information.
- **25%** of participants said it was **easy** to find the information.
- **11.1%** of participants said it was **difficult** to find the information.
- **8.3%** of participants said they **didn’t complete the task.**

The main issues identified from observing the participants were:

- that they were going around in circles in the marriages and civil partnerships section of the IA due to the numerous layers/pages.
- users tend to skim the page and frequently missed the subtle documents link in the middle of the page content.

Moderated test participants mentioned:

- not associating marriage as just a ‘service for residents’, which they referred to as council jargon.
- It not being obvious where to begin navigating
- the small, hard to read font, combined with a lot of information in this section meant that they found it tricky to find anything and probably would’ve called up.
- they would’ve Google to find this information instead

### Recommendations:

**Removing homepage CTAs like ‘pay, report, apply’ will prevent users from always starting here and feeling confused if something doesn’t quite fit in anywhere.**

**Ensure key CTAs are at the top of the page. LGD guides and step by steps will help organise content allowing users to reach key actions or information at the top of the page or in a logical order. It will also help to reduce the layers of IA to get to a particular task in a section, like finding documents.**

## Task 3 - Council Tax

*“You’ve recently moved into Haringey. Your postcode is N4 1DZ and you want to check which Council Tax band your house is in.”*

**100% of the participants** were able to complete this task and the **average time on task was 3 minutes and 18 seconds.**

**58.3% of participants used navigation.** The majority of participants looked under the ‘services for residents’. Some users missed the ‘bands and charges’ link under ‘council tax and benefits’

**16.7% of participants used search** and were able to find the information directly.

**25% of participants used navigation and search.** Users were looking for this information under ‘tell us you’ve moved’ and didn’t find it so resorted to search.

- **33.3%** of participants said it was **easy** to find the information.
- **25%** of participants said it was **very difficult** to find the information.
- **16.7%** of participants said it was not **very easy** to find the information.
- **16.7%** of participants said it was **very easy** to find the information.
- **8.3%** of participants said it was **difficult** to find the information.

The main issues identified from observing the participants were:

- users sometimes missed the small ‘bands and charges’ link on the ‘services for residents’ page.
- 2 of the 12 participants used the ‘my Haringey’ tool from the homepage, tried entering the postcode and were prompted to enter a house number.
- the users that did click on ‘council tax and benefits’ did not find bands and charges here

Moderated test participants mentioned:

- there being too much information on the ‘council tax and benefits’ landing page
- the benefit of having a “new to the area” section
- the look-up being tricky to use or not bringing up their address when they started with the flat number

Additional note from moderated testing:

Users were asked to input their own postcode, not the fictional postcode given in the unmoderated test. This gave more insight into look-up usage.

### Recommendation:

**Adding a related link for ‘CT band’ information to ‘tell us you’ve moved’ could be helpful for anyone moving into the borough and wanting to find what band their house is in. A sort of ‘new to the area’ list.**

**The ‘council tax and benefits’ landing page doesn’t include the side menu or a ‘bands and charges’ link on mobile. Ensure both mobile and desktop journeys are considered at every stage. The band look-up seemed to be quite temperamental. The users that started with a flat number didn’t find their address easily, or at all. Look-up improvements or further testing would be helpful here.**

## Task 4 - Leisure, parks and culture

*“You want to find out if there are any future large events taking place in Finsbury Park.”*

**25% of participants** were able to complete this task and the **average time on task was 2 minutes and 52 seconds.**

**33.3% of participants used navigation.** There was no clear user journey to this information. Users found all sorts of routes in and the majority of users found events but not the correct event info.

**16.7% of participants used search.** Only the users that searched for “Finsbury Park” found the correct information.

**50% of participants used navigation and search.** Users began searching and resorted to search due to lostness. A number of users said they completed the task but they didn't.

- **33.3%** of participants said it was **easy** to find the information.
- **16.7%** of participants said it was **not very easy** to find the information.
- **16.7%** of participants said it was **difficult** to find the information.
- **16.7%** of participants said they **didn't complete the task.**
- **8.3%** of participants said it was **very difficult** to find the information.

The main issues identified from observing the participants were:

- very confused about where to start navigating. Users tried:
  - Local Democracy
  - Business > business news
  - Homepage news carousel
  - Featured events carousel
  - Community events
- A few users clicked Local Democracy. This indicates that users don't necessarily understand this term.

Moderated test participants mentioned:

- not knowing where to begin navigating. 1 user felt it could be business or resident
- the options on the 'activities and events' page not being helpful for this task
- they would search Google for this information, not the council website
- they would like a clear resident centred page about when events would start and finish, etc as they live 1 minute from the park.
- they usually avoid filters as they are often not effective or reduce results by too much

### Recommendation:

**Stick to one 'events' directory on the new LGD website with filters. This can then be signposted from areas on the website where necessary. For example, homepage, business and community. Ensure event information is clear when users search for Finsbury Park. Residents should easily be able to search and find out what is going on if they live near the park.**

**Make sure the facets/filters are really clear and not ambiguous or written with council phraseology.**

**Avoid various pages with related content or titles. For example if a user is typing “Finsbury Park” to find large events they will find:**

- Finsbury park large events
- Haringey's park events
- Major events here in Haringey
- Book a park for an event



## Task 5 - Parking (visitor vouchers)

*“A friend of yours is planning to visit you in Haringey. Can you find out the price of a visitor parking voucher?”*

**100% of participants** were able to complete this task and the **average time on task was 1 minute 32 seconds**. 1 user said they didn't complete the task when they did. 1 moderated user said they do this task quite frequently on the website and would normally log in but didn't want to do this during the test.

**83.3% of participants used navigation**. Users mostly navigated to 'services for residents' however a number also went directly to 'parking, roads and travel'. 2 participants went to pay, report, apply.

**16.7% of participants used search**. Users found search very effective.

- **58.3%** of participants said it was **easy** to find the information.
- **8.3%** of participants said it was **very easy** to find the information.
- **8.3%** of participants said it was **not very easy** to find the information.
- **8.3%** of participants said it was **difficult** to find the information.
- **8.3%** of participants said it was **very difficult** to find the information.
- **8.3%** of participants said they **didn't complete the task**.

The main issues identified from observing the participants were:

- some found the cost information and continued to scroll to check if this was correct.
- a number of users opened the 'guide to buying visitor vouchers'. All who did this scrolled very quickly to the bottom and closed it. Indicating it was too much to try and read

Moderated test participants mentioned that they:

- didn't find the cost information that clear. For example 'concessionary visitor vouchers' they didn't know what this included (the user missed this information under voucher types).
- didn't understand why the 'guide to buying visitor vouchers' was under refunds
- are used to this process because they do frequently
- have a parking account and it's not easy to use. Logging in was frustrating
- found the different types of permits confusing and had made mistakes in the past

### Recommendation:

**A clear call to action 'cost' at the top would be helpful. A guide or step by step content type would be useful to help users get directly to the information they are looking for.**

**Removing the inaccessible 'guide to buying visitor vouchers' in place of a step by step layout is recommended.**

**Redesign and simplify visitor voucher information in place of various content titles such as:**

- **Activate, use or deactivate,**
- **About visitor vouchers**
- **How to buy vouchers online**

**Keep language the same instead of vouchers and permits, stick to one.**

## Task 6 - Bin collection

*“Your bin was not emptied on your collection day. Can you find out how to report a missed bin collection.”*

**100% of participants** were able to complete this task and the **average time on task was 1 minute and 37 seconds.**

**83.3% of participants used navigation.** The majority of participants selected ‘services for residents’ first of all.

A small number of participants clicked to ‘report a problem’. Very few found the missed bin information from here. There were too many options on the page.

**8.3% of participants used search.** They found the search very effective.

**8.3% of participants used navigation and search.** They seemed to get stuck under ‘report a problem’ so searched to get to the right information. They missed the ‘report a missed bin’ link.

- **33.3%** of participants said it was **very easy** to find the information.
- **33.3%** of participants said it was **not very easy** to find the information.
- **16.7%** of participants said it was **difficult** to find the information.
- **8.3%** of participants said it was **easy** to find the information.
- **8.3%** of participants said it was **very difficult** to find the information.

The main issues identified from observing the participants were:

- ‘report a missed bin’ was very far down the list of ‘report a problem’ users couldn’t find it
- users did not see the ‘waste or recycling services page’ link as a form. No one clicked on it. They felt they would have to call or email.

Moderated test participants mentioned that they:

- were looking for a clear form. They did not see the ‘waste and recycling services page’ as an online form.
- had the Veolia phone number saved in their phone and usually just called them directly rather than coming to the council website

### **Recommendation:**

**Avoid CTAs like ‘report a problem’. Make sure there is a clear CTA to ‘report a missed bin’ in a related section.**

**Use active links to ‘report a missed bin online’ for the waste and recycling services page.**

**Pages like ‘possible delays to bin collections’ seem to be confusing users and also contain a real mix of information. Consider removing or merging this information.**

## Task 7 - Planning

*“You have found out that the neighbouring property plans to extend. Can you find out how to comment on the planning application?”*

**100% of participants** were able to complete this task and the **average time on task was 51 minutes**. 1 participant said she didn't but she did find the right page and information.

**83.3% of participants used navigation**. Most users began navigating through 'services and residents'. Users found navigating this task very straightforward.

**16.7% of participants used search**. Users searched “planning comment” and “planning application” Search was very efficient.

- **50%** of participants said it was **very easy** to find the information.
- **33.3%** of participants said it was **easy** to find the information.
- **8.3%** of participants said it was **not very easy** to find the information.
- **8.3%** of participants said it was **very difficult** to find the information.

The main issues identified from observing the participants were:

- they could very easily find the 'view and comment on applications page' through 'pay, report, apply', 'services for residents' or 'planning and building control'
- they did not have to delve through many layers of the IA
- some were slowed by trying to find an exact area to comment, perhaps not understanding that you have to search a planning application within the portal.

Moderated test participants mentioned that:

- the list on what to include in your comment is helpful and informative
- there was too much information
- they had used the portal before

### **Recommendation:**

**When the planning portal is migrated, keep it in the top layer/s of the IA, so that users can continue to find it as easily.**

**Consider splitting information into a guide content type so users can find the specific details within content relating to their query, without being bombarded by too much unrelated information.**

## Task 8 - Recycling

*“You need to dispose of some items at your local tip. Can you find the address of the tip in Haringey?”*

**83.3% of participants** were able to complete this task and the **average time on task was 1 minute 29 seconds**.

**50% of participants used navigation.** Most of the participants navigated to ‘bulky waste’ or ‘dumped rubbish’ over ‘reuse and recycling’. Indicating that users don’t associate the ‘tip’ or ‘dump’ with reusing and recycling.

**8.3% of participants used search.** 1 user searched for the “tip”. The recycling centre showed up as the 4th result.

**41.7% of participants used navigation and search.** Most of the participants used search because they were lost. Users searched “tip”, “local tip”, “Haringey dump”. The word “tip” was used in the question so users could have been replicating this.

- **25%** of participants said it was **very difficult** to find the information.
- **25%** of participants said it was **not very easy** to find the information.
- **25%** of participants said it was **easy** to find the information.
- **16.7%** of participants said they **did not complete the task**
- **8.3%** of participants said it was **very easy** to find the information.

The main issues identified from observing the participants were:

- some didn’t see ‘refuse and recycling centre’ as the answer
- most users selected ‘bulky waste’ to find information on the recycling centre
- on the ‘environment and waste’ landing page users didn’t find anything relevant under ‘refuse and recycling’. This is why a number of users didn’t know where to go from here

Moderated test participants mentioned:

- they call it the “tip”
- they didn’t understand the term “reuse and recycling” because most of what they take to the “tip” cannot be “recycled” or “reused”, it’s being dumped/sent to landfill
- reading “refuse” (meaning waste) as “refuse” (a reluctance to do something)
- they had done this process before
- the information on Covid-19 at the top of the ‘environment and waste’ landing page is outdated. This should be the recycling centre
- Veolia and Haringey both need a clear banner to say you no longer need to book if you are in a car

### Recommendation:

**Make Haringey’s reuse and recycling centre a top level task in the IA. The data shows that the recycling centre is the second highest visited page in this area.**

**Users found the various terminology in this section confusing - refuse, bins, rubbish, waste, reuse, recycle, dumped rubbish, fly-tip, bulky. Simplify language and use consistent language and terms as much as possible.**

**Remove Covid-19 information unless it absolutely has to be migrated or is still relevant, in which case put it lower down.**

**Ensure terms like “tip” bring up the ‘reuse and recycling centre’ as a top result in the search results.**

## Summary

We were able to gather some really useful insights into how users interact with the website, including where they expected to see things, why they may not have found what they were looking for, and how seamless an interaction had been. The moderated tests allowed us to delve deeper into the reasons for some of these interactions and how the user felt about the experience.

Below were some additional general points mentioned from watching the unmoderated and moderated tests and speaking with participants in the moderated tests.

- Removing homepage CTAs like ‘pay, report, apply’, ‘services for residents’, ‘businesses’ and ‘local democracy’ will prevent users from always starting here and feeling confused if something doesn’t quite fit in anywhere.
- Users are using underlined text links within content, and often opting to click these over big red buttons.
- Users mentioned finding the accounts difficult, especially in terms of:
  - logging in
  - having separate accounts
  - continually being asked if ‘you are a resident’
- It’s not always obvious how to go back as a mobile user. You can’t always step back to the page before, due to a lack of breadcrumb. In some cases you would have to click the logo to return home or search to get out of something.
- Some users stated that they didn’t trust the website do be up-to-date in the moderated tests - users referred to:
  - booking a tip visit
  - Covid-19 waste info
  - Marcus Garvey being closed (unrelated to any of the tasks)
  - 2022 Finsbury park events

It is important to keep in mind that this is a sample group of users. This means data should be reviewed alongside additional research as part of the larger resident discovery piece.

## Appendix A - Participant responses

| <b>Task 1 - Benefits: application for Discretionary Housing Payment</b> |                  |                             |                        |                                 |
|---|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>  | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1   | Unmoderated      | Navigation                  | Not very easy          | 5                               |
| Participant 2   | Unmoderated      | Navigation                  | Difficult              | 8                               |
| Participant 3   | Unmoderated      | Search                      | Very easy              | 1                               |
| Participant 4   | Unmoderated      | Navigation and search       | Easy                   | 2                               |
| Participant 5   | Unmoderated      | Navigation and search       | Easy                   | 4                               |
| Participant 6   | Unmoderated      | Search                      | Very easy              | 2                               |
| Participant 7   | Unmoderated      | Navigation                  | Difficult              | 8                               |
| Participant 8   | Unmoderated      | Navigation and search       | Not very easy          | 5                               |
| Participant 9   | Unmoderated      | Navigation                  | Easy                   | 3                               |
| Participant 10  | Moderated        | Navigation and search       | Easy (with search)     | 2                               |
| Participant 11  | Moderated        | Navigation and search       | Not very easy          | 5                               |
| Participant 12  | Moderated        | Navigation                  | Easy                   | 4                               |

| <b>Task 2 - Births, deaths, marriage and citizenship: notice of marriage (documents)</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>   | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1  | Unmoderated      | Navigation                  | Not very easy          | 7                               |
| Participant 2  | Unmoderated      | Navigation                  | Not very easy          | 5                               |
| Participant 3  | Unmoderated      | Navigation and search       | Not very easy          | 5                               |
| Participant 4  | Unmoderated      | Navigation                  | Very easy              | 4                               |
| Participant 5  | Unmoderated      | Navigation                  | Very easy              | 5                               |
| Participant 6  | Unmoderated      | Search                      | Very easy              | 2                               |
| Participant 7  | Unmoderated      | Navigation                  | Easy                   | 4                               |
| Participant 8  | Unmoderated      | Navigation                  | Difficult              | 10                              |
| Participant 9  | Unmoderated      | Navigation                  | Easy                   | 5                               |

| <b>Task 2 - Births, deaths, marriage and citizenship: notice of marriage (documents)</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>   | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 10   | Moderated        | Navigation                  | Didn't complete        | 7                               |
| Participant 11   | Moderated        | Navigation                  | Easy                   | 5                               |
| Participant 12   | Moderated        | Navigation                  | Not very easy          | 7                               |

| <b>Task 3 - Council tax: band</b> |                  |                             |                        |                                 |
|-----------------------------------|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1                     | Unmoderated      | Navigation                  | Easy                   | 3                               |
| Participant 2                     | Unmoderated      | Navigation                  | Not very easy          | 8                               |
| Participant 3                     | Unmoderated      | Search                      | Easy                   | 3                               |
| Participant 4                     | Unmoderated      | Navigation                  | Very easy              | 2                               |
| Participant 5                     | Unmoderated      | Navigation                  | Easy                   | 5                               |
| Participant 6                     | Unmoderated      | Search                      | Not very easy          | 2                               |
| Participant 7                     | Unmoderated      | Navigation                  | Easy                   | 5                               |
| Participant 8                     | Unmoderated      | Navigation and search       | Difficult              | 7                               |
| Participant 9                     | Unmoderated      | Navigation                  | Very easy              | 3                               |
| Participant 10                    | Moderated        | Navigation                  | Very difficult         | 6                               |
| Participant 11                    | Moderated        | Navigation and search       | Very difficult         | 5                               |
| Participant 12                    | Moderated        | Navigation and search       | Very difficult         | 7                               |

| <b>Task 4 - Leisure, parks and culture: Finsbury Park large events</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>   | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1  | Unmoderated      | Navigation                  | Easy                   | 2                               |
| Participant 2  | Unmoderated      | Navigation                  | Didn't complete        | 5                               |
| Participant 3  | Unmoderated      | Search                      | Easy                   | 4                               |
| Participant 4  | Unmoderated      | Navigation and search       | Easy                   | 4                               |

| <b>Task 4 - Leisure, parks and culture: Finsbury Park large events</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>   | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 5  | Unmoderated      | Navigation and search       | Not very easy          | 6                               |
| Participant 6  | Unmoderated      | Search                      | Difficult              | 10                              |
| Participant 7  | Unmoderated      | Navigation and search       | Not very easy          | 6                               |
| Participant 8  | Unmoderated      | Navigation and search       | -                      | 10                              |
| Participant 9  | Unmoderated      | Navigation                  | Easy                   | 2                               |
| Participant 10   | Moderated        | Navigation and search       | Difficult              | 6                               |
| Participant 11   | Moderated        | Navigation                  | Didn't complete        | 2                               |
| Participant 12   | Moderated        | Navigation and search       | Very difficult         | 7                               |

| <b>Task 5 - Parking: visitor voucher cost</b> |                  |                             |                        |                                 |
|---|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                            | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1                                 | Unmoderated      | Navigation                  | Difficult              | 6                               |
| Participant 2                                 | Unmoderated      | Navigation                  | Didn't complete        | 5                               |
| Participant 3                                 | Unmoderated      | Search                      | Easy                   | 2                               |
| Participant 4                                 | Unmoderated      | Navigation                  | Easy                   | 5                               |
| Participant 5                                 | Unmoderated      | Navigation                  | Easy                   | 5                               |
| Participant 6                                 | Unmoderated      | Navigation                  | Easy                   | 4                               |
| Participant 7                                 | Unmoderated      | Navigation                  | Easy                   | 4                               |
| Participant 8                                 | Unmoderated      | Navigation                  | Very difficult         | 8                               |
| Participant 9                                 | Unmoderated      | Search                      | Easy                   | 3                               |
| Participant 10                                | Moderated        | Navigation                  | Easy                   | 4                               |
| Participant 11                                | Moderated        | Navigation                  | Not so easy            | 4                               |
| Participant 12                                | Moderated        | Navigation                  | Very easy              | 4                               |



| <b>Task 6 - Waste: report a missed bin</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                         | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1                              | Unmoderated      | Navigation                  | Not very easy          | 5                               |
| Participant 2                              | Unmoderated      | Navigation                  | Difficult              | 8                               |
| Participant 3                              | Unmoderated      | Search                      | Easy                   | 2                               |
| Participant 4                              | Unmoderated      | Navigation                  | Very easy              | 4                               |
| Participant 5                              | Unmoderated      | Navigation                  | Very easy              | 4                               |
| Participant 6                              | Unmoderated      | Navigation                  | Very easy              | 5                               |
| Participant 7                              | Unmoderated      | Navigation                  | Not very easy          | 6                               |
| Participant 8                              | Unmoderated      | Navigation                  | Not very easy          | 3                               |
| Participant 9                              | Unmoderated      | Navigation                  | Not very easy          | 3                               |
| Participant 10                             | Moderated        | Navigation                  | Difficult              | 4                               |
| Participant 11                             | Moderated        | Navigation and search       | Very difficult         | 3                               |
| Participant 12                             | Moderated        | Navigation                  | Very easy              | 4                               |

| <b>Task 7 - Planning: planning application comment</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                                     | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1  | Unmoderated      | Navigation                  | Easy                   | 3                               |
| Participant 2  | Unmoderated      | Navigation                  | Not very easy          | 6                               |
| Participant 3  | Unmoderated      | Search                      | Very easy              | 3                               |
| Participant 4  | Unmoderated      | Navigation                  | Very easy              | 4                               |
| Participant 5  | Unmoderated      | Navigation                  | Very easy              | 5                               |
| Participant 6  | Unmoderated      | Navigation                  | Very easy              | 3                               |
| Participant 7  | Unmoderated      | Navigation                  | Easy                   | 4                               |
| Participant 8  | Unmoderated      | Navigation                  | Easy                   | 2                               |
| Participant 9  | Unmoderated      | Search                      | Easy                   | 4                               |
| Participant 10   | Moderated        | Navigation                  | Very difficult         | 3                               |
| Participant 11   | Moderated        | Navigation                  | Very easy              | 3                               |

| <b>Task 7 - Planning: planning application comment</b> |                  |                             |                        |                                 |
|--|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                                     | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 12   | Moderated        | Navigation                  | Very easy              | 3                               |

| <b>Task 8 - Recycling: Haringey tip address</b> |                  |                             |                        |                                 |
|---|------------------|-----------------------------|------------------------|---------------------------------|
| <b>Participant</b>                              | <b>Test type</b> | <b>Search vs Navigation</b> | <b>Question rating</b> | <b>Page views (click rates)</b> |
| Participant 1                                   | Unmoderated      | Navigation                  | Very difficult         | 4                               |
| Participant 2                                   | Unmoderated      | Navigation                  | Didn't complete        | 5                               |
| Participant 3                                   | Unmoderated      | Search                      | Easy                   | 2                               |
| Participant 4                                   | Unmoderated      | Navigation and search       | Easy                   | 7                               |
| Participant 5                                   | Unmoderated      | Navigation and search       | Very difficult         | 13                              |
| Participant 6                                   | Unmoderated      | Navigation                  | Easy                   | 4                               |
| Participant 7                                   | Unmoderated      | Navigation and search       | Didn't complete        | 12                              |
| Participant 8                                   | Unmoderated      | Navigation and search       | Very difficult         | 14                              |
| Participant 9                                   | Unmoderated      | Navigation and search       | Not very easy          | 4                               |
| Participant 10                                  | Moderated        | Navigation                  | Not very easy          | 5                               |
| Participant 11                                  | Moderated        | Navigation                  | Not very easy          | 3                               |
| Participant 12                                  | Moderated        | Navigation                  | Very easy              | 5                               |

**\*End of document\***